

**GEORGETTE WAISTS**

One lot extra quality Georgette Waists, taken from our regular stock; values to \$6.50; May Sale ..... **\$1.98**

**BUNGALOW APRONS**

1,000 Bungalow Aprons, regular \$2.00 values, to go in this sale for only ..... **98c**

**SILK FLOUNCE PETTICOATS**

One lot Petticoats, Heatherbloom top with silk flouncing; well made in all colors; \$3.00 values ..... **\$1.18**

**GINGHAM DRESSES**

One lot children's Gingham Dresses, made of best quality Gingham, sizes 3 to 7 years; CHOICE ..... **98c**

May Sale of

**Men's Palm Beach Suits**

Special lot of Men's Palm Beach Suits for the hot days soon to come in all the wanted colors and styles. Very special May sales price - - **\$14.75**

May sale of

**Men's Straw Hats**

Big shipment of Men's Straw Sailors and Panamas Extra quality offered in May Sale at only - - - - - **\$1.98**

**Standard Apron Checks**

None so good for the price. Special May Sale price, **10c** per yard, only - - -

**EFIRD'S****39-inch Sea Island**

One lot 36-inch Sea Island, good heavy quality, to go in May Sale at, per **71-2c** yard, only - -

**GREAT MAY SALE**

Up goes the curtain:—And instantly every woman's interest centers on Efird's Great May Sale, which event has been prepared with the sole thought of bringing the people of surrounding counties to Efird's in a way that will leave a lasting and favorable impression upon all who come. And we know of no more fitting way of doing this than to offer new, desirable merchandise at lower than regular prices. Come!

**EXTRAORDINARY VALUES! IT'S YOUR SHOPPING OPPORTUNITY!****Dry Goods****36-IN. SARANALPERCALES**

Light and dark colors, pretty patterns; 25c value ..... **18c**

**MADRAS SHIRTING**

36-inch wide, pretty colored stripes, 39c value, May Sale ..... **25c**

**DRESS GINGHAMS**

Standard Dress Gingham, pretty plaids and stripes, 5c value ..... **25c**

**No. 2000 ENGLISH LONG-CLOTH**

Best quality, 36-inches wide, to close out at ..... **18c**

**BUNGALOW CRETONNES**

36-inches wide, all pretty patterns and fast colors, 39c values; May Sale .... **25c**

**No. 4000 ENGLISH LONG CLOTH**

One table of Longcloth and striped Lawn, value to 30c, all goes in May Sale at ..... **15c**

**DRESS GINGHAMS**

Worth twice the price we ask. All the styles, plaids and colors; May Sale. .... **10c**

**ONE BIG TABLE AT 18c**

Heaped on one big table you will find Romper Cloth, Feather Tick and Hickory Shirting, values to 35c. All goes in May Sale at only ..... **18c**

**LADLASSIE CLOTH**

One table genuine Ladlassie Cloth, 39c value ..... **29c**

**Ready-to-Wear**

This sale will prove the greatest specials offered at any Efird Store this season. Our ready-to-wear department is booming over with new spring Dresses, Suits and Coats and offered at prices never heard of since before the war. Every woman who is interested in Dress should visit this sale. Cotton Goods and Silk Goods also selling at 1914 prices.

**VISIT EFIRD'S WHEN IN COLUMBIA SEA ISLAND**

Father George and True Blue Sea Island in May Sale at ..... **10c**

**DRESS GINGHAMS**

One lot Dress Gingham, pretty plaids and colors, 25c value; May Sale ..... **15c**

**DANVILLE PLAIDS**

One table Danville Plaids, 25c values, to go in this sale at only ..... **10c**

**DRESS GINGHAMS AND COTTON PLAIDS**

All on one big table, 25c values, to close out at ..... **15c**

**CURTAIN SCRIM**

36-inch printed Curtain Scrim, in one big lot, goes in May Sale at ..... **15c**

**BEST DRESS GINGHAMS**

One lot best 32-inch Dress Gingham in all the wanted patterns, styles and colors; May Sale ..... **35c**

**39-IN. AAA SEA ISLAND**

Best quality, goes in May Sale at **12 1-2c**

**Muslin Underwear**

Be Sure and See Our Line of Muslin Underwear at These Low Prices.

One lot Children's Drawers; 29c values. Very special ..... **15c**

One lot Corset Covers; lace and ribbon trimmed. Special ..... **48c**

One lot Muslin Gowns; lace and ribbon trimmed, good quality ..... **98c**

Another lot at ..... **\$1.25**

One lot Batiste Envelope Chemise; best quality batiste. Sale price ..... **\$1.98**

Another lot at ..... **98c**

One lot Muslin Skirts; embroidery flouncing. Very special ..... **79c**

"Very Special"—One lot Gowns; three-quarters length sleeves; extra heavy quality; \$2.25 values. Price ..... **\$1.48**

Many Other Values to Be Had That Are Not Advertised.

**UNDERWEAR CREPE**

Pretty quality crepe in white and blue lavender and yellow. Ideal for underwear. Sale price ..... **33c**

**NEW SPRING VOILES**

Printed voiles for hot summer days, 40 inches wide; in this sale at ..... **39c**

**WHITE VOILE**

One lot white Voile, 36 inches wide, extra quality; to close out in this sale at ..... **25c**

**PRINTED VOILES**

In beautiful spring patterns, most all the wanted colors. May Sale price. .... **48c**

**Silks**

\$2.00 Silk Pongee, to go in this sale at ..... **\$1.18**

\$2.00 Crepe de Chine, 40 inches wide, black, navy, gray, pink, white, yellow, tan, flesh; yard ..... **\$1.38**

\$2.50 Crepe de Chine, 40 inches wide, black, navy, white, pink, brown, tomato, jade, light blue, tan; yard ..... **\$1.65**

\$2.50 Georgette Crepe, 40 inches wide, black, white, pink, turquoise, red, orange, tomato, jade, gray; yard ..... **\$1.35**

\$2.00 Messaline, 36 inches wide, navy, brown, white, pink, yellow, lavender, light blue, flesh; yard ..... **\$1.48**

\$2.50 Stripe Crepe de Chine Shirting, 32 inches wide; yard ..... **\$1.75**

\$2.00 Broadcloth Stripe Silk Shirting, 32 inches wide; yard ..... **\$1.48**

\$2.50 black and white shepherd check taffeta, 36 inches wide, yard ..... **\$1.65**

\$2.00 black taffeta, 36 inches wide, only; yard ..... **\$1.18**

\$2.50 taffeta, 36 inches wide, black, navy, brown, turquoise; yard ..... **\$1.65**

\$2.50 foulards in all colors, 36 inches wide; yard ..... **\$1.75**

\$2.00 silk pongee, yard ..... **\$1.38**

**LEATHER SUIT CASES \$1.48**

One special lot \$2.50 leather suit cases goes in this May Sale at. .... **\$1.48**

**SATTEEN SHIRTINGS**

Looks like silks and gives wonderful wear. Sale price ..... **45c**

**EFIRD'S DEPARTMENT STORE**

Corner Main and Taylor Streets

Columbia, S. C.